

**FACTORS INFLUENCING ON PURCHASE INTENTION IN ISAN  
RESTAURANT OF THAI PEOPLE IN BANGKOK**



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**FACTORS INFLUENCING ON PURCHASE INTENTION IN ISAN  
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## **FACTORS INFLUENCING ON PURCHASE INTENTION IN ISAN RESTAURANT OF CUSTOMER IN BANGKOK**

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### **ABSTRACT**

According to the change in urban lifestyle, dining out becomes more popular for urbanites. Isan restaurant is known as one of the most popular in customers mind. The researcher believes that studying the factor that influence on purchase intention in Isan restaurant of customers in Bangkok would help the entrepreneurs to better understand customers need and could provide the best Isan restaurant that most satisfy customers. There are ten factors to be investigated that it might influence customer purchase intention in Isan restaurant, which are Taste, Cleanliness, Location, Atmosphere in the restaurant, Food appearance, Price, Menu variety, Waiting time, Brand, and Service. The research methodology in this study is designed to be quantitative method. The researcher uses online survey to randomly collect data from 250 respondents, but only 177 respondents had completed the survey. The data will be analyzed by using SPSS software. The research finding indicates that Taste, Brand, and Service quality are the key factors that influence customers purchase intention in Isan restaurant. In addition, the researcher provides suggestions to develop Taste, strengthen Brand, and improve Service quality for entrepreneurs who are interested in this kind of restaurant.

**KEY WORDS:** Isan Restaurant/ Service-Restaurant/ Food/ Purchase Intention

50 pages

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## CHAPTER I

### INTRODUCTION

Based on Maslow's hierarchy of needs, the physiological needs are basic requirement for human being. One of people physiological needs is a food. However, having a meal is not only for being survived, today it is to satisfy people sensory needs. The differences in natural resources, environment, culture, inventiveness and values in each country also reflects the differences in their local foods. When we talk about the food in Thailand, the words that can express Thai's cuisine are meticulousness, tasty, and colorfulness. This is because they use their natural resources as a main ingredient that provide not only delicious taste, but also good appearance and health benefits (McDang, 2010). Nonetheless, there are some differences in the culture of each region in Thailand. This also reflects on characteristic of the food in each region as well. The regional cuisine is vary in its taste base on their local ingredients and cooking techniques. For example, Central people prefer hot meal with salty, sweet and spicy flavor, meanwhile Northern people prefer salty. Northerners have glutinous rice and spicy dips as their main menu. For Northeasterners, their preference taste are the full-flavored of salty and spicy, they also have glutinous rice as a part of staple meal (Meiselman, 2009, p. 433). With the cultural heritage of Thailand, Thai cuisine has been internationally impressed and recognized for long time ago. In 2011, there were seven dishes of Thailand's popular menu that was listed in the "World's 50 Best Foods (Reader's Pick)" from CNN travel. Two of seven are the food from Northeastern region, which are Som Tam (6<sup>th</sup>), papaya salad, and Moo Nam Tok (36<sup>th</sup>), pork spicy salad.

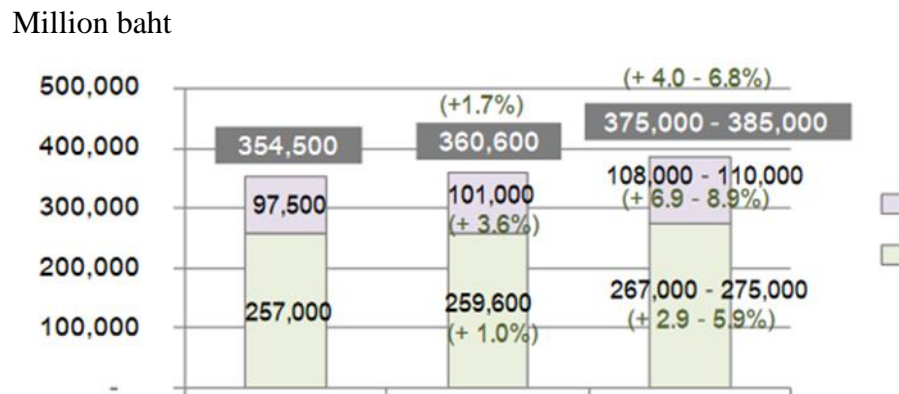


**Figure 1.1 Som Tam**



**Figure 1.2 Moo Num Tok**

The Northeastern region is the largest area of Thailand. It is divided into 20 provinces, bordered by Cambodia and Laos. This region is widely known as Isan. The word “Isan” mean “Northeast”. It is derived from Pali-Sanskrit root. All of residents in this region are Thai citizens. Seeing that the region is bordered by Laos, their local language is a version of Lao. They are identified as Thai outsiders or Khon Isan, Northeasterners (McCargo and Hongladarom, 2004). From the history, Isan people always preserve their food. This habit is reflected from the region’s climate, humid hot and dry. They have to make sure that they will survive in case of drought. One of the famous Isan seasoning is fermented fish or Pla Ra. Northeasterners prefer using small freshwater fish such as Siamese mud carp or *Trichopodus* to ferment with rice bran and salt for 7 - 8 months. The taste of Pla Ra will differ based on ingredient and time consuming. With the outstanding taste of sour, salty, and spicy in Isan cuisine, it is listed as one of the favorite dish for Thai people especially in Bangkok metropolis.



**Figure 1.3 Market value of restaurant business in Thailand**

From the figure 1.3, it shows the market value of restaurant businesses (including both chain restaurants and general restaurants) in Thailand from year 2013 to 2014. In year 2015, Market value of restaurant business was forecasted the number of 375,000 million baht to 385,000 million baht. It represented approximately 3% of Thailand gross domestic product. The growth rate was approximately 4.0% to 6.8% from the previous year. For the general restaurants, the market value was around 267,000 million baht to 275,000 million baht. It was approximately 70% of total restaurant business in Thailand. General restaurant was reported the growth rate around 2.9% to 5.9% from the previous year, meanwhile the chain restaurants had approximately growth rate at 6.9% to 8.9% from year 2014 (Kasikorn research center, 2015). From the statistics, it indicates that Thais keep spending their money for dining out and it is the opportunity for the entrepreneur to gain penetration in this industry.

## 1.1 Problem Statement

With the urban lifestyle, people tend to spend more time for working and have less time for preparing meal at home. They change from dining in to dining out as it provide them more convenience (Alaudeen and Akbar, 2012). From the statistic of the population number provided by the Official Statistics Registration System in Thailand, it showed the increasing number of population in Bangkok from year 2012. This is because Thais' society become more urbanization. People move to the capital city for the better education, job and life's opportunity. Northerners is reported the

highest number of population who migrate to Bangkok comparing with people from other regions. They also bring their local culture to Bangkok. The acculturation between Central people and Northeastern people is happened such as language and food. Isan food becomes one of the most popular dish for customers in Bangkok. With this phenomenon, it reveals the opportunity for entrepreneurs to invest in Isan restaurant in Bangkok area. However, Isan restaurant in Bangkok is highly competitive market. There are many well-known Isan restaurants in Bangkok such as Som Tom Nua, Zaab Eli, Tum Lake, and Tum Lae. Therefore, understanding purchase intention of people in Bangkok towards Isan restaurant is essential for new entrepreneur to be successful as it will help entrepreneur to provide Isan restaurant that best satisfy the customers' need.

## **1.2 Research Questions**

What are factors influencing on purchase intention in Isan restaurant of Thai people in Bangkok?

## **1.3 Research Objectives**

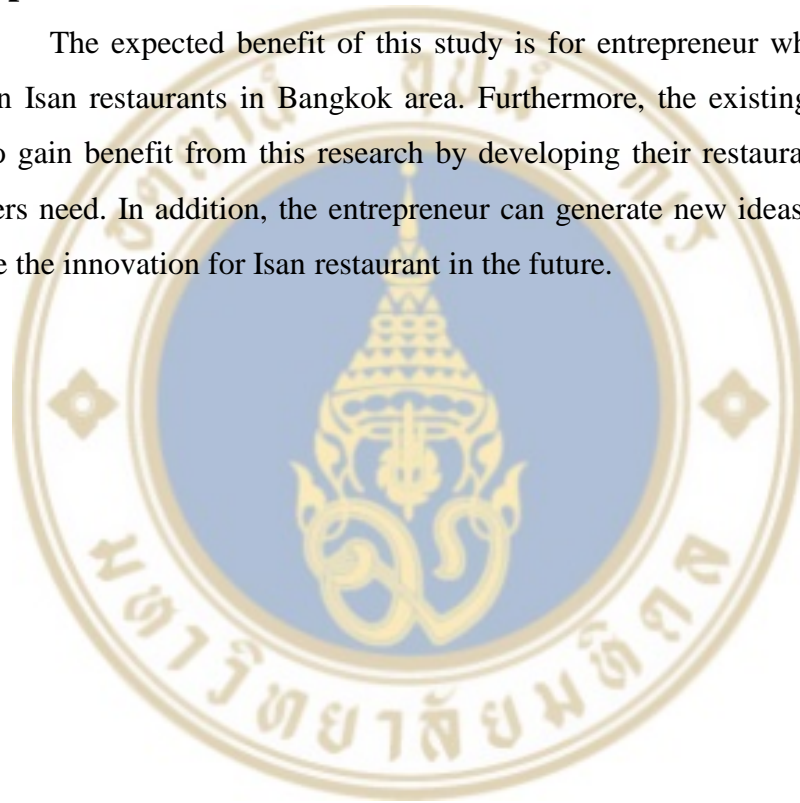
As we can see from the problem statement that Isan restaurant business in Bangkok is highly competitive market, therefore entrepreneur need to find out factors that customers will primarily concern before they choose Isan restaurant in Bangkok. The objective of this research is to study factors that influence people in Bangkok to visit Isan restaurant in their daily life in order to help entrepreneur who are interested in this kind of business to compete with others in Bangkok market.

## **1.4 Scope of Study**

There are two main kinds of Isan food provider in Bangkok which are Isan street food stall and Isan restaurant. Nonetheless, this research will focus on Isan restaurant only by investigating on Thai people in Bangkok who used to have experience in visiting Isan restaurant.

## **1.5 Expected Benefit**

The expected benefit of this study is for entrepreneur who would like to invest in Isan restaurants in Bangkok area. Furthermore, the existing Isan restaurant can also gain benefit from this research by developing their restaurants to fulfill the customers need. In addition, the entrepreneur can generate new ideas from this study to create the innovation for Isan restaurant in the future.



## **CHAPTER II**

### **LITERATURE REVIEW AND FRAMEWORK**

#### **2.1 History of Isan Food**

In each region, there is the signature dish, based on the ingredient and cooking method which differentiate the meal in each region. Northerners prefer spicy flavor, therefore their cooking ingredients contain with a number of spices and herbs. Because of the spicity of Isan's food, vegetables are served as a part of every meals to lessen hot flavor. Som Tam and Lab are wildy known as Isan signature dishes (Meiselman, 2009, p. 433). Likewise, Northerners have their signature seasoning called Pla Rah (fermented fish). Local people always use it as the substitute of fish sauce for the salty taste. Their staple rice is not a stream rice as Central people consume, but it is a glutinous rice which served in a common bamboo container. The container is called Katip. Today, Isan food is one of the most popular meal all over Thailand especially in Bangkok. The evidence is shown by an increasing number of Isan restaurant in Bangkok. It is not only Isan food stall along the street, but also the Isan restaurant with good decoration in downtown.

#### **2.2 Determinants of Isan restaurant consumption**

Urban lifestyle leads to the changing in eating behaviors of people in Bangkok. Dining out becomes a usual behavior of their daily life. Isan food is listed as the top choice in consumers mind. However, there are a large number of Isan restaurants in Bangkok, thus this research would like to examine the key factors that influence purchase intention in Isan restaurant of people in Bangkok. This will help the entrepreneur to increase the competitive advantage and generate more revenue. The determinants of Isan restaurant consumption are as followed:

### **2.2.1 Taste**

According to Small (2008) taste is the basic determinant that relate to the behavior in buying food. Taste can represent everything about the food through people sensation by chewing or sipping. There is a research state that taste is the minimum standard for food industry. Food and beverage consumption level can be predicted by its taste (Glanz, Basil, Maibach, Goldberg, and Snyder 1998). Taste is the main characteristic that customers will concern in their dining experiences. It is found that many customers are willing to queue at the deteriorated restaurants because the restaurant provides delicious foods. Consequently, taste is stated to be the element that increase customer satisfaction and result in their behavior intention (Kivela et al., 1999). When customers firstly experience the meal, the taste will be the strongest factor for them to make a decision about re-purchasing (Stier, 2013). Therefore, restaurant owner should emphasize more on the food taste in order to attract the customers (Kivela et al., 1999).

H1: Taste is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.2 Cleanliness**

With the main characteristic of Isan food, most of the ingredients and seasoning come from the fermented method. Accordingly, consumers might concern more about food hygiene when they are going to consume Isan food. There is the research report that cleanliness is the most important factor that consumers consider before they have meal outside their homes (Pettijohn and Luke, 1997). Liu and Jang (2009) mention about the cleanliness in term of the restaurant environment that it relate to customers overall satisfaction and strongly affect their behavioral intentions. According to Jang, Liu, and Namkung (2011), cleanliness is the second important element, after atmosphere, which influence the revisiting consumer in a service restaurant.

H2: Cleanliness is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.3 Location**

According to Jiang, Dev, and Rao (2002), location is one of the factor that customers always consider before making a decision about their restaurants' choice. Location is perceived in term of the convenience for the customers. Customers prefer to select the food that they do not need to spend much time to reach it (Dianne, Perry, Story and Casey, 1999). Some customers select their meal choices because the food store is located nearby their resident areas (Morland, Wing, Roux, and Poole, 2002). For the customers who less emphasize on their experiences about dinning out, they are more likely to choose the restaurant that easy to access based on the convenient location (Kim, Jeon, S., and Hyun, 2012). Wansink (2004) finds that the more effort consumers need to push for obtaining the food, the less consumption in the food would occur. Therefore, the increasing level of convenience to access the restaurant has the positive relationship with the purchase intention for the customer to visit the store or restaurant.

H3: Location is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.4 Atmosphere in the restaurant**

Mattila (2001) indicates that customers consider atmosphere as one of the top three reasons to select their target restaurants in the casual dining. Customers decide to have meal at the restaurant not only for satisfying their hunger, but they also need to enjoy the overall atmosphere in the restaurant (Mhlanga, 2013). The store atmosphere also represent the store image in the customer's mind (Baker, Grewal, Parasuraman, 1994). The atmosphere in the store includes lighting, odor, noise and the sound of music. Dim light and soft music are reported to be pleased by the consumers. Customers tend to spend longer time and consume more with these restaurant atmosphere (Wansink, 2004). It is found that the favorable music in the restaurant has the positive relationship with the willingness to return rate of the customers (Wilson, 2003). In addition, the restaurant interior design has an impact on the customer satisfaction from the service. It also affect the length of time spending in that restaurant for the customers (Wakefield and Blodgett, 1996)



H4: Atmosphere in the restaurant is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.5 Food appearance**

One of the most important criteria that determine customer food choices is the appearance of the food (Dianne, Mary, Cheryl and Mary, 1999). Before consuming the meal, people will expect the taste of the meal with its appearance. According to Namkung and Jang (2007), food presentation will represent how appealingly the meal is and also determine the perception of food quality. Customers will consume the meal when its presentation cue the good taste. On the other hand, they will deny it when they expect that the flavor is poorly (Hurling & Shepherd, 2003). The visual of dish can enhance the taste of a dish in customer point of view (Michel, Velasco, Gatti, Spence, 2014). Sorensen et al. (2003) also reports that the increasing of palatability lead to the increasing in food consumption. Furthermore, Kivela et al. (1999) finds that the level of customer satisfaction and the return rate of customers will be influenced by the food presentation.

H5: Food appearance is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.6 Price**

Han and Ryu (2009) state that price is perceived by the customers in two dimension, monetary price and non-monetary price. Monetary price means the actual price of the product or service, however non-monetary price refer to individual experience from the service. Customers consider the price as the total amount of money that they are willing to pay in order to obtain the product or service (Zeithaml, 1988). Lewis and Shoemaker (1997) mention that the price of the restaurant service is the essential factor that can draw or repulse the customers, especially when the price of the product and service reflect the quality. Bei and Chiao (2001) find that when the customers perceive that the price is fair, it has positive relationship with customer satisfaction, on the other hand when they experience that the price is unfair, it can result in negative attitude and they will shift to other restaurants (Xia et al., 2004)

H6: Price is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.7 Menu variety**

Menu variety involves the assortment of various menu items providing for consumers. The restaurant that provide variety of dishes will increase more opportunity to satisfy customer's need. Lewis (1981) identifies menu variety as one of five significant elements that customers will concern before choosing the restaurant. The increasing in variety of the meal providing from the restaurant will increase the customers' quantity consumed (Kahn and Wasink, 2004). Namkung and Jang (2007) report that many restaurant owner initiate new menu and also create a food assortment in order to attract customers. According to Kivela et al (1999), an importance characteristic of food quality that will increase consumer satisfaction is a variety of menu.

H7: Menu variety is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.8 Waiting Time**

Waiting time is considered into two aspect. The first aspect is waiting in queue. The waiting queue of service facility affected to the overall recognition of the service quality of the facilitator (Sappington, 2005). Customer satisfaction is likely to reduce when they perceive the longer time spending for queue (Katz et al. 1991). When the customer experience the long waiting queues for the restaurant, it increases the opportunity for them to switch to another one. However, Larson (1987) states that when the waiting area is attractive, the waiting time may not be as significant. Therefore, the restaurant owner should manipulate customer perception in the waiting time in order to increase their satisfaction (Sulek and Hensley, 2004). Another aspect of waiting time is waiting for service. According to Sulek and Hensley (2004), the delay in service providing without explanation bring about the irritation in customers. It results in low satisfaction level in customers. Auty (1992) also states that the faster speed of service will increase the customer satisfaction. Thus, speed of service is ranked at 6<sup>th</sup> from ten factors that customers will consider in selecting the full-service restaurant.

H8: Waiting time is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.9 Brand**

Branding is a name connected with product. It represents the identity and makes the product to be differentiated from those competitors (Oliveira-Castro, et al, 2008).

Brand is one of the most essential criteria that customers will concern before buying the products or services. When customers have a great experience with the brand, it helps them to make a decision quickly with confidence. As brand indicates the quality of the product and service, well-known brand will stimulate purchase intention in customers. The restaurant brand refers to the overall perception and the attitude that the customers connect with the restaurant. There is the research of selected restaurant in Nairobi, Kenya find that the brand name can attract customers easily and make them outstanding from others in the market. In addition, it creates repeat customers and increases sales for the restaurant (Schulz, 2012).

H9: Brand is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

### **2.2.10 Service quality**

Service quality is one of the element that customers consider for selecting their targeted restaurant. Service quality is described as the judgement from customers' view about the total performance of service provider (Zeithaml, 1988). Therefore, restaurant owner should emphasize on the service quality as the basal factor in order to be competitive (Powers and Barrows, 2003). The service quality can be reflected from the staff performance such as their responsiveness, friendliness, and helpfulness. Ryu and Han (2010) propose that customers will compare their service experiences with their expectations after they receive the service. Customer satisfaction will influence repurchase intentions, which is the source of revenue and profit for the organization. Consequently, a number of organizations, especially the company in restaurant sector, should keep improving their service quality in order to increase the customer satisfaction and attract new customers (Gilbert & Veloutsou, 2006).

H10: Service quality is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok

## 2.3 Purchase intention

Purchase intention is a situation that customer make a decision to purchase a product or service (Shah et al., 2012). This process is related to two main kinds of element, which are internal factor and external factor (Gogoi, 2013). Attitudes, experience, behavior, and perception of the customers are the example of internal factor that affect purchase intention of customers (Mirabi, Hamid, and Hamid, 2015). Price and perceived quality and value are kind of the external factors that customers concern (Gogoi, 2013). In addition, a number of factors will be different based on the type of product and service as well. Ghosh (1990) states that the effective tool to predict the customer buying process is purchase intention. If the entrepreneur can correctly define the factors and provide it to the customers, it will lead to higher purchase intention and increase the revenue for the business eventually. Accordingly, the researcher will like to use this theory to identify the factors that motivate the purchase intention in Isan restaurant of people in Bangkok.

## 2.4 Literature review

**Table 2.1 Summary table of literature review**

Studies	Data source	Method	IV	DV	Finding
McCargo and Hongladarom (2004)	21 Isan people	Qualitative method			Identity of Northeasterners
Kahn, B. E. & Wansink, B. (2004)	6 lab and field studies	Quantitative method	Variety assortment	Consumption Quality	The increasing in variety of an assortment can increase the quality consumed.

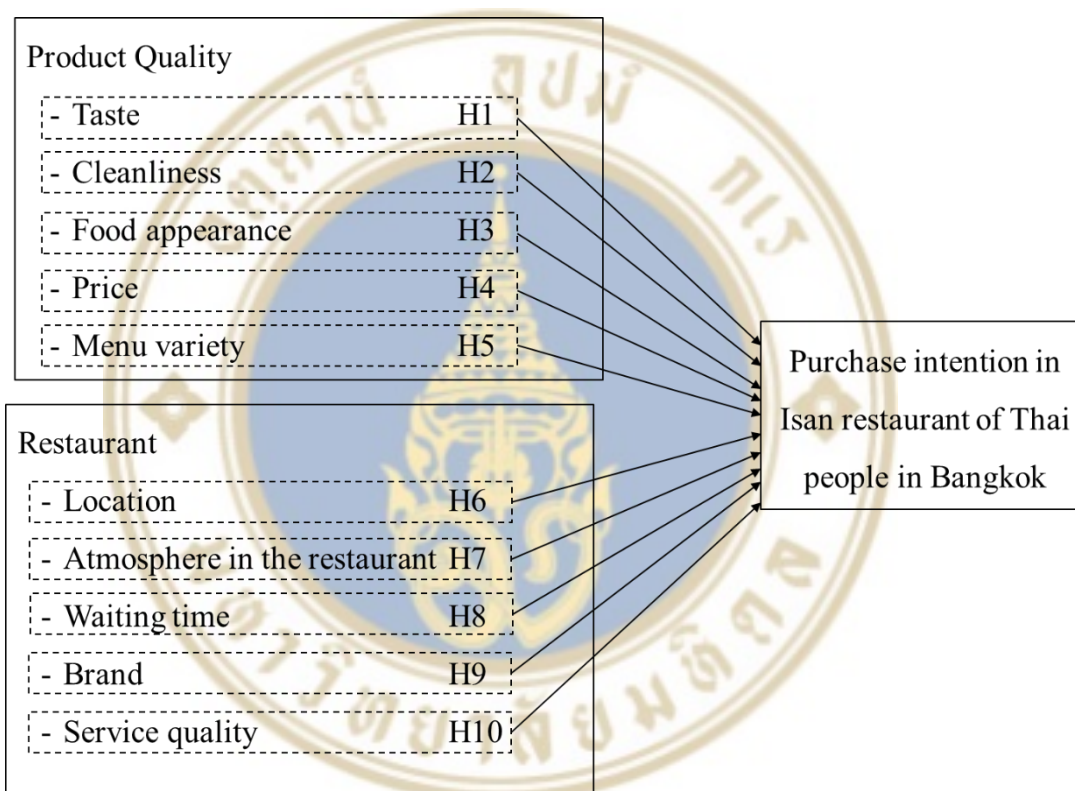
**Table 2.1 Summary table of literature review (cont.)**

Studies	Data source	Method	IV	DV	Finding
Alaudeen, M. S. S. and Akbar, Y. A. A. (2012)	150 people from Malaysia	Quantitative method	Factors (6) : influence customer in choosing normal full-restaurant service , price, service quality, food quality, location, restaurant environment, trustworthiness (halal status)	Consumer behavior	All factors have significant relationship with consumer behavior
Mirabi, Akbariyeh, and Tahmasebifard (2015)	384 people from Tehran	Structural equation modeling	Factors (5) : brand name, product quality, product packaging, product price, product advertising	Purchase intention	Brand name, product quality, product price have significant relationship with purchase intention.
Sinha, B. and Singh, G. (2015)		Definition			Quantitative approach is for requiring numerical data, Qualitative approach for requiring textural data, Mixed methods for research requiring both.

## 2.5 Proposed framework

After the literature review, the researcher found some factors that persuade the visiting in Isan restaurant of Thai people in Bangkok. Those elements are categorized into 2 groups, which are product quality and restaurant.

The product quality is include Taste, Cleanliness, Food appearance, Price, and Menu variety. For the restaurant, it includes Location, Waiting time, Brand, and Service quality.



**Figure 2.1 Conceptual framework of factors influencing on the consumption in Isan restaurant of Thai people in Bangkok**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The objective of this research is to identify the factors that lead to purchase intention in Isan restaurant of Thai people in Bangkok. The research methodology that is suitable to examine the hypotheses is a quantitative method. Quantitative research regularly starts with a scope of interesting issue. A specific research question will be developed by reviewing the literatures and creating hypotheses for the study (Neuman, 2006: 14). Aliga and Gunderson (2000) states that quantitative research is the explanation of phenomena that is analyzed from the numerical data by using statistically based methods. The quantitative research provides the close-ended questions to investigate the relationship among variables. The data are collected from sample of the population and it will be interpreted by using statistical tool. The result will describe the trends, attitudes, or opinion that can be applied to the population (Fowler, 2009).

With quantitative methods, a huge amount of sample population can be studied with less time consuming as the questionnaires are standardized for sample population. The collected data will be transferred into number and generated output by computer system (Yauch and Steudel, 2003: 473). In addition, the advantage of using this methods is because the survey outcome is reliability, broadly generalization and good representative for the total population.

#### **3.2 Instrument Development**

In this research, the questionnaire consists of 2 parts. Starting with the basic information about the respondents profile such as gender, age, income level, and highest education level. The second part is about the opinion of the respondents in each element that how it affects their decision making to visit Isan restaurant. The questionnaire is developed from “Marketing Scales Handbook (A compilation of multi-item measures

for consumer behavior & advertising 1998 – 2001)". The book consists of a huge number of questions that is collected from a hundreds of researchers and arranges those questions into the similar topic. The researcher selects only the relevant question and adapts it for this research. The question will examine their ideas about the concerning various factors before making a decision to visit Isan restaurant. The respondents will be asked to score the level of their agreement with a six-point Likert scale. The range will start from 1 (strongly disagree) to 6 (strongly agree). The reason that this study uses the six-point Likert scale is because the researcher would like the respondents to commit their opinion either the positive or negative side.

### **3.3 Population and Sampling**

This research will collect the data from people, who has the age range between 22 – 50 years old in Bangkok, which is around 2.5 million people. In this research, the sample size will base on the level of precision at  $\pm 100\%$ , where confident level is 95%. The proper sample size will be 200 samples (Israel, 1992). The research will focus on people who has an experience in visiting Isan restaurant. With this age range, it represents a broad population starting from a new graduate to pre-retirement. Depersio (2015) states that the easiest way to excerpt a sample from a large population is random sampling method. This method does not only provide convenience for researchers, but it also provides the good representative of the population. Accordingly, 200 people who have an experience with Isan restaurant will be randomly selected to participate in this study.

Nevertheless, there is some research argue about the accuracy and validity of the data from quantitative methods. This is because the respondents may not fully understand the questions, or sometime they may not concentrate to do the survey (Frechtling, Frierson, Hood, and Hughes, 2002). The researcher will minimize this threat by using less technical words and providing more guidelines at the beginning of the survey.



### **3.4 Data Collection**

To achieve the goal of this research, the random sampling survey will be used to gather the primary data. This method is very useful especially when collecting data from the large population. The survey will consist of the closed-ended approach. The survey question will start from the demographic characteristic of Isan restaurant consumers which are gender, age, education level, and average income and follow by a wide range of question. The wide range question will give the predetermined responses to respondents to rate on the scale that match with their opinions (Frechtling, Frierson, Hood, and Hughes, 2002). Because the outcome is analyzed by computer statistical tools, all data from respondents usually transfer into computer-readable format. The primary data needs to be carefully collected and verified before transferring (Neuman, 2006: 14)

Survey method will be an online survey, Typeform. It is randomly distributed to respondents via Facebook message, and Line. This method provides convenience for the respondents, since it matches with the lifestyle of people in this era. They can easily use their devices such as smart phone to complete the survey. This tool also helps reducing costs and working process for the researcher because the data is directly collected into a database (Frechtling, Frierson, Hood, and Hughes, 2002). The survey will be distributed in June, 2016. The expected questionnaire return will be at least 150 respondents.

### **3.5 Data Analysis**

After gathering the information, SPSS will be used to analyze the data. First of all, the researcher will use Cronbach's alpha to measure reliability of the questionnaire, follow by the descriptive statistics, correlation analysis, and linear regression model respectively. The researcher has to interpret the numerical data with the related knowledge and theory (Neuman, 2006:14). Finally, this research will be published with the factors that influence Thai people in Bangkok to visit Isan restaurant.

## CHAPTER IV

### RESEARCH FINDINGS

In this chapter, the finding and analysis data will be shown. The researcher randomly distributed 250 questionnaires to the respondents and only 177 questionnaires were returned. The response rate was approximately 70%. The research result started with the finding of the demographic of respondent. Then, the researcher tested reliability of the questionnaire with the reliability test. The next section would be the correlation analysis to show the overview relationship between the independent variable and dependent variable. Last section would be the result from regression analysis to prove the hypothesis of this research.

#### 4.1 Respondents Profiles

**Table 4.1 Demographic profile**

<b>Profile of the Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	61	34.5
Female	116	65.5
<b>Total</b>	<b>177</b>	<b>100</b>
<b>Age</b>		
20-29 years old	98	55.4
30-39 years old	72	40.7
40-49 years old	5	2.8
More than 50 years old	2	1.1
<b>Total</b>	<b>177</b>	<b>100</b>

**Table 4.1 Demographic profile (cont.)**

<b>Profile of the Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Highest Education</b>		
Below bachelor	2	1.1
Bachelor	93	52.5
Master degree	82	46.3
<b>Total</b>	<b>177</b>	<b>100</b>
<b>Income Level per month</b>		
Less than 15,000 Baht	4	2.3
15,001 – 25,000 Baht	18	10.2
25,001 – 35,000 Baht	26	14.7
35,001 – 45,000 Baht	29	16.4
45,001 – 55,000 Baht	39	22
More than 55,001 Baht	61	34.5
<b>Total</b>	<b>177</b>	<b>100</b>

From the survey, the total sample was 177 respondents. The majority of the respondents were female (65.5%), aged between 20 – 29 years (55.4%), graduated in bachelor degree (52.5%), and most of them have monthly income level higher than 55,001 baht (34.5%)

#### 4.1.2 General behaviors

**Table 4.2 General behaviors of visiting frequency of Isan restaurants**

<b>General behaviors</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Once a week	130	73.4
Twice a week	32	18.1
Three times a week	10	5.6
Four times or more a week	5	2.8
<b>Total</b>	<b>177</b>	<b>100.0</b>

Table 4.2 shows general behaviors of the people who consume Isan restaurant that how often they visit Isan restaurant in a week. The majority of them claimed to visit Isan restaurant once a week (73.4%). There were only 2.8% of highly frequent consumers who claimed to visit Isan restaurant more than 4 times a week.

## 4.2 Reliability Test

**Table 4.3 Cronbach's alpha scores**

Description	Reliability Statistics	
	Cronbach's Alpha	No. of Items
Taste	0.829	4
Cleanliness	0.891	4
Location	0.822	4
Atmosphere	0.805	3
Food appearance	0.862	3
Price	0.811	4
Variety of menu	0.879	3
Waiting time	0.818	4
Brand	0.849	3
Service quality	0.904	5
Purchase intention	0.916	3

In this section, Cronbach's alpha will be used as the tool to measure the reliability of the constructs. The value of alpha coefficient is ranged from 0 to 1. The higher score of the alpha coefficient indicates the high level of internal consistency. A minimum acceptable value of Cronbach's alpha is 0.7 (Tavakol and Dennick, 2011). However, there are some literature used the lower value of the reliability coefficient (Nunnally, 1978). The alpha scores of the constructs in this study are reported in the table 4.1 below. Purchase intention shows the highest score (alpha = 0.916), followed by Service quality (alpha = 0.904), Cleanliness (alpha = 0.891), Variety of menu = 0.879),

Food appearance ( $\alpha = 0.862$ ), Brand ( $\alpha = 0.849$ ), Location ( $\alpha = 0.822$ ), Waiting time ( $\alpha = 0.818$ ), and Atmosphere show the lowest score ( $\alpha = 0.805$ ). From these results, it indicates that the constructs were reliable and can be used as input for further analyses.

### 4.3 Descriptive Statistics

**Table 4.4 Mean responses of Taste element**

<b>Taste</b>	<b>Mean</b>	<b>S.D.</b>
I frequently visit Isan restaurant because the food is tasty and flavorful.	4.98	0.97
I certainly revisit Isan restaurant, if the food is tasty.	4.84	1.07
It is important to me that Isan restaurant customize the meal taste as I order (less spicy, less sweet).	4.50	1.17
I certainly identify the different of the taste from different Isan restaurant.	4.30	1.02
<b>Grand Mean</b>	<b>4.66</b>	<b>1.02</b>

Table 4.4 reports means scores for each of the taste elements and also the grand mean (4.66). The respondent claimed that they frequently visit Isan restaurant because the food is tasty and flavorful with the highest mean responses (4.98), followed by revisiting Isan restaurant if the food is tasty (4.84), customize the meal taste as they order (4.50), and perceived different taste (4.30) respectively.

**Table 4.5 Mean responses of Cleanliness element**

<b>Cleanliness</b>	<b>Mean</b>	<b>S.D.</b>
If I find a small cockroach walking on the table, I definitely do not revisit that Isan restaurant.	4.61	1.31
I appreciate if each cutlery set (spoon, fork) in Isan restaurant is well packed in hygienic plastic bag.	4.28	1.34

**Table 4.5 Mean responses of Cleanliness element (cont.)**

<b>Cleanliness</b>	<b>Mean</b>	<b>S.D.</b>
I likely visit Isan restaurant rather than Isan food stall because of the hygienic ingredients.	4.19	1.27
It is important to me that the chef wearing hat and mask during cooking	4.03	1.31
<b>Grand Mean</b>	<b>4.28</b>	<b>1.29</b>

Table 4.5 reports mean scores for cleanliness elements and its corresponding grand mean (4.28). In terms of cleanliness, it reported the highest score that if they find the cockroach, they will not revisit that Isan restaurant (4.61), followed by the hygienic of the cutlery set in Isan restaurant (4.28), hygienic of the food ingredient are the concerned factor (4.19), and the hygienic from chef (4.03) respectively.

**Table 4.6 Mean responses of Location element**

<b>Location</b>	<b>Mean</b>	<b>S.D.</b>
I certainly visit Isan restaurant that is situated nearby my workplace.	4.54	1.03
It is essential that Isan restaurant provides sufficient car parking area.	4.53	1.10
I certainly visit Isan restaurant that is situated nearby my home.	4.41	1.12
If Isan restaurant is located nearby BTS or MRT, I certainly visit the restaurant.	4.29	1.22
<b>Grand Mean</b>	<b>4.44</b>	<b>1.06</b>

Table 4.6 reports mean scores for Location elements and its corresponding grand mean (4.44). In terms of Location, Isan restaurant which situated nearby their workplace received the highest score (4.54), followed by the concern of sufficient car parking area (4.53), and Isan restaurant which situated nearby their home (4.41), and the available of public transportation (4.29) respectively.

**Table 4.7 Mean responses of Atmosphere element**

<b>Atmosphere</b>	<b>Mean</b>	<b>S.D.</b>
I likely visit Isan restaurant rather than Isan food stall because of the pleasant atmosphere.	3.75	1.24
The food will be tastier if Isan restaurant provide a pleasant atmosphere (light, music).	3.60	1.09
I always take a photo in the restaurant to show my friends via social media.	3.42	1.15
<b>Grand Mean</b>	<b>3.59</b>	<b>1.08</b>

Table 4.7 reports mean scores for atmosphere elements and its corresponding grand mean (3.59). In terms of atmosphere, the pleasant atmosphere of Isan restaurant leads to the higher visiting rate received the highest score (3.75), followed by the pleasant atmosphere affect the better taste for the food (3.60), and the reason why they choose the restaurant because they want to take a picture at the pleasant restaurant and share with their friends (3.42) respectively.

**Table 4.8 Mean responses of Food appearance element**

<b>Food appearance</b>	<b>Mean</b>	<b>S.D.</b>
Well presentation of the food increases my appetite.	4.01	1.15
Well presentation of the food shows the good taste.	3.59	1.17
It is important to me that the food should be well-decorated on the plate.	3.27	1.06
<b>Grand Mean</b>	<b>3.62</b>	<b>0.94</b>

Table 4.8 reports mean scores for food appearance elements and its corresponding grand mean (3.62). In terms of food appearance, well presentation of the food increase their appetite received the highest score (4.00), followed by well presentation of the food shows the good taste (3.59), and the food should be well-decorated on the plate (3.27) respectively.

**Table 4.9 Mean responses of Price element**

<b>Price</b>	<b>Mean</b>	<b>S.D.</b>
The price of menu is a good indicator of its quality.	3.38	1.00
For me, I have my estimated budget every time I visit Isan restaurant.	3.02	1.25
I prefer to order a bundle meal with special price, even I don't want some meal in the bundle.	2.87	1.25
I always find the cheapest menu in Isan restaurant.	2.66	1.18
<b>Grand Mean</b>	<b>2.98</b>	<b>1.09</b>

Table 4.9 reports mean scores for price elements and its corresponding grand mean (2.98) which was relatively low score compared to other elements in this research. In terms of price, the price of menu is a good indicator of its quality received the highest score (3.38), followed by the estimated budget for Isan restaurant in customer mind they set every time they visit Isan restaurant (3.02), the special price of food bundle (2.87), and they always find the cheapest menu in Isan restaurant (2.66) respectively.

**Table 4.10 Mean responses of Variety of menu element**

<b>Variety of menu</b>	<b>Mean</b>	<b>S.D.</b>
I will order more menu if Isan restaurant provide a wide variety of menu.	4.09	1.04
I wish Isan restaurant provides many creative menus not only the original menu.	3.78	1.15
I always try new menu I have never tried at Isan restaurant.	3.40	1.02
<b>Grand Mean</b>	<b>3.76</b>	<b>1.01</b>

Table 4.10 reports mean scores for variety of menu and its corresponding grand mean (3.76). In terms of variety of menu, the wide variety of menu received the highest score (4.09), followed by the creative menu (3.78), and the opportunity to try Isan restaurant they have never tried (3.40) respectively.



**Table 4.11 Mean responses of Waiting time element**

<b>Waiting Time</b>	<b>Mean</b>	<b>S.D.</b>
After I order meals, I expect to get the first menu as fast as possible.	4.87	1.02
It would be good if Isan restaurant provides table reservation service.	4.26	1.13
I understand that the long time waiting for some menu is due to the complicated cooking method.	4.12	1.12
I can wait for queuing to get a seat at Isan restaurant.	3.80	1.10
<b>Grand Mean</b>	<b>4.26</b>	<b>1.05</b>

Table 4.11 reports mean scores for waiting time and its corresponding grand mean (4.26). In terms of waiting time, they prefer to get the first menu as fast as possible received the highest score (4.87), followed by the table reservation service (4.30), they understand that the long time waiting for some menu is due to the complicated cooking method (4.12), and they can wait for queuing to get a seat at Isan restaurant (3.80) respectively.

**Table 4.12 Mean responses of Brand element**

<b>Brand</b>	<b>Mean</b>	<b>S.D.</b>
I have my favorite Isan restaurant brand.	4.25	1.24
All Isan restaurant brand are not the same.	3.81	1.26
If my favorite Isan restaurant is closed, it would make little different to me if I had to choose another brand.	3.78	1.03
<b>Grand Mean</b>	<b>3.95</b>	<b>1.01</b>

Table 4.3.9 reports mean scores for brand and its corresponding grand mean (3.95). In terms of brand, they claimed they have their favorite Isan restaurant brand, which received the highest score (4.25), followed by the taste of all Isan restaurant brand are not the same (3.81), and the royalty in their brand (3.78) respectively.

**Table 4.13 Mean responses of Service quality element**

<b>Service quality</b>	<b>Mean</b>	<b>S.D.</b>
Once I make an order, the staff should serve me the correct menu.	5.22	0.89
I appreciate that the staff respond quickly to my call.	5.08	0.85
It is important to me that the staff will take care of me with politeness and smile.	4.85	1.00
It is beneficial that the staff can explain the detail of the menu to me.	4.72	1.09
It would be good if the staff collects my empty plate during my meal time without asking for that service.	4.22	1.19
<b>Grand Mean</b>	<b>4.82</b>	<b>0.98</b>

Table 4.13 reports mean scores for service quality and its corresponding grand mean (4.82). In terms of service quality, the correct menu received the highest score (5.22), followed by the quick response from the staff (5.08), the good care with politeness and smile from the staff (4.85), the staff knowledge (4.72), and the receiving of unexpected service (4.22) respectively.

**Table 4.14 Mean responses of claimed purchase intention**

<b>Claimed Purchase Intention</b>	<b>Mean</b>	<b>S.D.</b>
I intend to visit Isan restaurant.	4.73	0.93
It is likely that I will visit Isan restaurant.	4.69	0.94
If my family or friends asking me that "What should we eat today?" Isan restaurant will be my first answer.	3.41	1.12
<b>Grand Mean</b>	<b>4.28</b>	<b>0.85</b>

Table 4.14 reports the average responses of claimed purchase intention. Grand mean was 4.28 and the attribute that received highest mean response was intention to visit (4.73), followed by likelihood to visit (4.69) and top of mind answer (3.41) respectively.

**Table 4.15 Grand Mean responses of all elements**

<b>Element</b>	<b>Grand Mean</b>
Service quality	4.82
Taste	4.66
Location	4.44
Cleanliness	4.28
Purchase intention	4.28
Waiting time	4.26
Brand	3.95
Variety of menu	3.76
Food appearance	3.62
Atmosphere	3.59
Price	2.98

Table 4.15 reports the sort of grand mean of each element starting from the element that has the highest grand mean, which is Service quality (4.82), followed by Taste (4.66), Location (4.44), Cleanliness (4.28), Purchase intention (4.28), Waiting time (4.26), Brand (3.95), Variety of menu (3.76), Food appearance (3.62), Atmosphere (3.59), and Price (2.98) respectively.

## 4.4 Inferential Statistics

### 4.4.1 Correlation analysis

**Table 4.16 Correlation analysis**

	Taste	Cleanliness	Location	Atmosphere	Food appearance	Price	Variety of menu	Waiting time	Brand	Service quality	Purchase intention
Taste	1										
Cleanliness	.263**	1									
Location	.351**	.367**	1								
Atmosphere	.104	.436**	.416**	1							
Food appearance	-.066	.294**	.233**	.559**	1						
Price	-.088	.171*	.084	.366**	.228**	1					
Variety of menu	.113	.240**	.174*	.292**	.237**	.288**	1				
Waiting time	.394**	.223**	.424**	.304**	.220**	.185*	.337**	1			
Brand	.203**	.116	.269**	.357**	.169*	.135	.138	.485**	1		
Service quality	.421**	.380**	.409**	.303**	.303**	.076	.272**	.396**	.328**	1	
Purchase intention	.532**	.276**	.294**	.251**	.149*	-.018	.196**	.356**	.371**	.419**	1

\*\* Correlation is significant at the 0.01 level

\* Correlation is significant at the 0.05 level

Table 4.4 presents correlation coefficients between ten explanatory variables and claimed purchase intention score (PI) of Isan restaurant. Nine out of ten factors were significantly and positively correlated with claimed PI. Price was the only factor that had negative correlation, but not significant as p-value was greater than 0.05. Taste had highest correlation coefficient ( $r = .532$ ), followed by service quality ( $r = .419$ ), and brand ( $r = .371$ ) respectively. Amongst all significant variables, food appearance had

least correlation to PI ( $r = .149$ ). By considering correlation coefficients between explanatory variables, the only relationship that was considered having a strong association was the correlation between food appearance and atmosphere ( $r = .559$ ) and was statistically significant at the 0.05 level. Next section will present the results of linear regression model. The model can be written as follow.

Claimed PI = f (taste, cleanliness, location, atmosphere, food appearance, price, variety of menu, waiting time, brand, service quality)

#### 4.4.2 Linear Regression Models

**Table 4.17 Linear regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630	.397	.361	.67939

Table 4.17 reports key statistics of the initial regression model including R square and adjusted R square. The R square explained variances was .397 which means our regression model can explain nearly 40% of the variances in claimed PI scores. The adjusted R square was slightly lower, .361, as it was adjusted by the number of predictors in the model.

**Table 4.18 Linear regression ANOVA test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.161	10	5.016	10.867	.000 <sup>b</sup>
	Residual	76.160	165	.462		
	Total	126.321	175			

Table 4.18 reports F statistic and its corresponding p-value. It tested the overall significance of the initial regression model whether the model can be used or not in predicting claimed PI scores. As F statistic was statistically significant ( $F = 10.867$ ,  $p\text{-value} = 0.000$ ), the initial regression model was significant and contained at least one explanatory variable that can be used to predict the PI score.

**Table 4.19 Linear regression coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.051	.516		-.099	.921
	Taste	.496	.089	.418	5.580	.000**
	Cleanliness	.057	.065	.064	.884	.378
	Location	-.021	.089	-.018	-.237	.813
	Atmosphere	.045	.084	.048	.542	.589
	Food appearance	.062	.070	.069	.896	.371
	Price	-.097	.080	-.082	-1.212	.227
	Variety of menu	.072	.068	.072	1.054	.294
	Waiting time	-.004	.097	-.003	-.037	.971
	Brand	.237	.078	.224	3.046	.003**
	Service quality	.122	.093	.102	1.310	.192

Table 4.19 reports the regression coefficients in the initial model. There were only two predictors – taste and brand - that were statistically significant at 95% confidence level as p-values were lower than 0.05. The initial model can be refined by removing the insignificant predictors. Thus, a new regression model was employed and specifically used stepwise method to select best predictors into the model.

**Table 4.20 Linear regression model summary – stepwise method**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.613	.376	.365	.67714

A new regression model using stepwise method had new R square value = .376 which was slightly lower from the original model, but managed to increase adjusted R square to .365. Increased adjusted R square reflects a better model than the initial one

because all the insignificant explanatory variables were already removed and not used in our prediction.

**Table 4.21 Linear regression ANOVA test – stepwise method**

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	47.455	3	15.818	34.499	.000
	Residual	78.865	172	.459		
	Total	126.321	175			

Table 4.21 reports the F statistic and it was clear that the new model was statistically significant (F = 34.499, p-value = 0.000) the model can be used just fine in prediction of claimed PI scores.

**Table 4.22 Linear regression coefficients – stepwise method**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	.047	.428		.110	.913
	Taste	.491	.079	.414	6.207	.000
	Brand	.246	.068	.232	3.623	.000
	Service quality	.198	.083	.166	2.393	.018

Table 4.22 presents the regression coefficients of the final model. The stepwise method selected only significant predictors in the final model including taste, brand, and service quality. All of them were statistically significant at 95% confidence level as p-values were lower than 0.05. Taste was the most impactful predictor (Beta = .491) followed by brand (Beta = .246), and service quality (Beta = .198) respectively. The final regression model can be written as follow.

Claimed PI = f (taste, brand, service quality)

Claimed PI = .047 + .491 Taste + .246 Brand + .198 Service quality

Researchers can use this model to predict the claimed PI score of the respondents if the scores of each predictor in the model were known. The interpretation of the coefficients (beta) was simple. For instance, when taste increases by one unit, other factors held constant, claimed PI will increase by .491 point.

## 4.5 Discussion

Research finding in this study is similar to the study conducted by Kivela et al. in 1999 that taste is the strongest factor that affect the purchase intention in consuming Isan restaurant in Bangkok as it is associated with largest estimated regression coefficient (beta). The majority of the respondents states that if Isan restaurant maintain the delicious taste every time they are visiting Isan restaurant; it will be a good influence for them to revisit the restaurant.

The second most important factor is brand. Customers will perceive the better value of restaurant with popular brand than the unknown one. When the restaurant brand is well-known, it creates trust for customers. This finding also matches with the literature review that branding is a good indicator that represents the quality of the restaurant, both product (food) and services (Schulz, 2012). When customers have good experience with the brand, it will influence them to revisit that particular Isan restaurant. Moreover, for those who never has direct experience with that brand, it will be easier to make a decision to visit a well-known brand Isan restaurant compared with the unpopular brand.

The last factor that is found to have statistically significant relationship with the purchase intention is service quality. One different criteria between Isan food stall and Isan restaurant is service providing. Customers are willing to pay more for Isan restaurant for the better service compare with Isan food stall. Therefore, service quality is found to be considered before making a decision to choose Isan restaurant. This also links with the literature review that high service quality in the restaurant will increase the level of customer satisfaction and lead to the revisiting that restaurant (Ryu and Han, 2010). The finding is consistent with the study conducted by Gilbert & Veloutsou in 2006 that in order to influence new customers, the restaurateur should develop their service quality.



However, there are many previous studies state more factors that influence consumers purchase intention in restaurant except Taste, Brand, and Service quality. This research study discovers some different results. According to Pettijohn and Luke (1997), when consumers decide to dine out, cleanliness is the most important factor to be concerned. However, the outcome of this research find less consideration about cleanliness from respondents' point of view. This is because Isan restaurant is more trustable in term of cleanliness. Customers pay more for better food quality from Isan restaurant. They assume that cleanliness is the minimum standard that all Isan restaurant should provide. Consequently, customers do not prioritize cleanliness as a major criteria when they select Isan restaurant.

Morland, Wing, Roux, and Poole (2002) state that some customers are likely to choose the restaurant that locate nearby their places because of its convenience. Nonetheless, this research study finds that location of Isan restaurant do not affect consumers' purchase intention. This is because Isan restaurant is classified as ethnic theme restaurant which different from the restaurant in previous study. Therefore, the research result is not consistency.

One of the reason that customers dine out at the restaurant is not only for enjoying the food, but they also want to enjoy the atmosphere in the restaurant (Mhlanga, 2013). Customers will consider the restaurant atmosphere as a key criteria before they make their decision (Mattila, 2001). Nevertheless, this research study finds inconsistent result that atmosphere is less considered by the customers. This is because the previous research studies the different type of restaurant. Thus, the previous study cannot apply with Isan restaurant.

In term of food appearance, it is found that food appearance can affect the level of customer satisfaction. The higher level of satisfaction will bring about the high return rate of customers as well (Kivela et al, 1999). According to the study conducted by Dianne, Mary, Cheryl, and Mary in 1999, food appearance is the most important element that the consumers will concern before choosing their meal choices. Nonetheless, those outcome are contrast with this research study. Food appearance do not influence customers' purchase intention in Isan restaurant. Since Thais do not classify Isan food as a high-end meal type, thus they do not expect much about its presentation.

There is the research conducted by Lewis and Shoemaker in 1997 states that when the price of food in restaurant industry reflect its quality, it will be an important factor that can influence customers' purchase intention. However, the researcher find that customers do not weight much on the price in Isan restaurant. This is because the majority of respondents in this study have high income level (more than 55,001 baht/month). Consequently, their purchase intentions in Isan restaurant are less influenced by the price.

For menu variety, customers will concern the variety of menu before they select the restaurant (Lewis, 1981). Nevertheless, this research finds that most of the consumers prefer to order original Isan menu than adapted menu. Hence, wide variety of menu is not significant to the customers' purchase intention in Isan restaurant.

The last factor is waiting time. It is concerned in two dimensions. Firstly, it is waiting time for queue. When customers have been waiting in queue for a long time, they are more likely to change to other restaurants (Katz et., 1991). The second dimension is waiting time for service, Auty (1992) finds that the speed of the service in the restaurant is one of the significant elements that the customers will consider to choose the restaurant. However, this research finds the contrary result. Isan restaurant customers in this research less consider about the waiting time in both dimensions. This is because Thai behaviors are different from consumers in previous study. Thai people are willing to wait in order to get the delicious food from their desired restaurant.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

The main purpose of this study is to investigate the factors influencing purchase intention in Isan restaurant of Thai people in Bangkok. Quantitative questionnaires has been used in this study. Online questionnaires has randomly distributed to 250 respondents. There is only 177 respondents have completed the questionnaires, which is approximately 70% of total surveys' distribution. SPSS software is used to analyze the data. The researcher will discuss the research findings and come out with the conclusion of the factors that customers are concerned with when they decide to visit Isan restaurant. The following section summarizes respondents' demographic profile and research hypotheses. By the end of this chapter, the researcher will like to provide some recommendations, and state limitations of this research. The very last section will give directions to future research in this topic.

#### **5.1 Conclusion**

From the literature review in chapter 2, the researcher finds that there are two main categories that the customers will consider before making a purchase intention in Isan restaurant. First category is product quality. It consists of five factors which include Taste, Cleanliness, Food appearance, Price, and Menu variety. Another category is restaurant itself. It consists of Location, Atmosphere, Waiting time, Brand, and Service quality. The samples of this study are 61 male respondents and 116 female respondents. Most of the respondents age between 20 – 29 years old, and their average monthly personal incomes are more than 55,001 baht. Correlation analysis reveals that there are nine factors that have positive relationships with purchase intention scores. There is only Price that has a negative correlation with purchase which makes total sense. However, it is not significant as p-value is greater than 0.05. Taste is the factors that has strongest correlation coefficient ( $r = 0.532$ ), and food appearance has the lowest correlation to purchase intention ( $r = 0.149$ ).

After employing a linear regression model to test the relationships between those ten independent factors and purchase intention scores, the research results are in the table 5.1 below.

**Table 5.1 The relationship between ten independent factors and purchase intention**

Hypothesis	Accept or Reject
1. Taste is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Accept
2. Cleanliness is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
3. Location is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
4. Atmosphere is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
5. Food appearance is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
6. Price is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
7. Variety of menu is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
8. Waiting time is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Reject
9. Brand is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Accept
10. Service quality is significantly related to purchase intention in Isan restaurant of Thai people in Bangkok	Accept

From the research finding, it can help the entrepreneur who want to invest in Isan restaurant to gain a better understanding about the factors that customers will consider before they select Isan restaurant. To be more competitive, the entrepreneur should develop the taste of the food and service quality to impress customers since the very first time they visit the restaurant. Otherwise, they might not re-visit the

restaurant. Furthermore, the entrepreneur should develop their Isan restaurant brand to be well-known in the market to attract new customers and also keep an existing customers.

## **5.2 Recommendation**

This study provides useful information to the entrepreneur who is interested in Isan restaurant's business or to Isan restaurant's owner who wants to stay competitive in Isan restaurant industry. From the research result, the researcher finds that customers will consider Taste of the food in Isan restaurant as the most important factor. Therefore, Isan restaurant owner should emphasize on the taste of all dishes by providing Standard Operating Procedure (SOP) to standardize the taste of each dish. The owner should also use the good quality of the ingredients for the best taste. However, each customer may have the different perspective in term of deliciousness, Isan restaurant should allow customers to modify their taste by providing the flavor scale in the order form so that they can customize the taste base on their preferences. This strategy can help Isan restaurant to standardize the dish taste and also increase penetration.

Brand is the second-most prioritized factor in customer minds. The entrepreneur should use the marketing strategy to create brand awareness. Because most of the customers in this age prefer consuming social media more than other channels, therefore Isan restaurant owner should provide their Isan restaurant Facebook fan page and Instagram in order to introduce and promote the restaurant to customers. The owner can also use social influencers to promote the restaurant via their personal Facebook or Instagram to increase the popularity and level of trust for the restaurant. Moreover, the entrepreneur should cooperate with food review blogger to review their good experience from visiting the restaurant. All of these will increase the awareness from customers. When Isan restaurant brand becomes famous, it will easily attract new customers and generate more revenue for the restaurant.

The last factor is service quality. It is regarded as the key difference between Isan food stall and Isan restaurant. When the customers choose to visit an Isan restaurant, they expect proper services from the restaurant. Accordingly, Isan restaurant owner should keep controlling the service quality by providing training for staff, and

evaluating the staff performance every month. Furthermore, Isan restaurant owner should create “Staff of the month” program. The staff will be voted from customers. The winner will get extra payment in that month and also “the best service” brooch attach on her apron during that month. This will motivate all staff to deliver the best service to satisfy our customers.

### **5.3 Limitation**

There are some limitations in this research. First, the sample size is quite small due to time limitation. There were only 177 respondents that completed the survey. Moreover, since the survey was conducted online i.e. convenience sampling was used, research findings might not be a good representative of the whole population of interest. Secondly, the majority of the interviewees were female aged between 20 to 29 years old. Due to the skewed respondent profile towards women, the finding should be used with caution.

### **5.4 Future Research**

Future research may focus on other potential explanatory factors that could affect the customer purchase intention such as word-of-mouth, social influencer, or social image. Researchers should also collect larger sample sizes in order to get a better and more accurate result to represent the population of interest. In addition, the qualitative method should be conducted along with the quantitative methods to get deeper information about the customers. Such information includes the attitude and also any innovative ideas or suggestions to be further developed for Isan restaurant business in the future.

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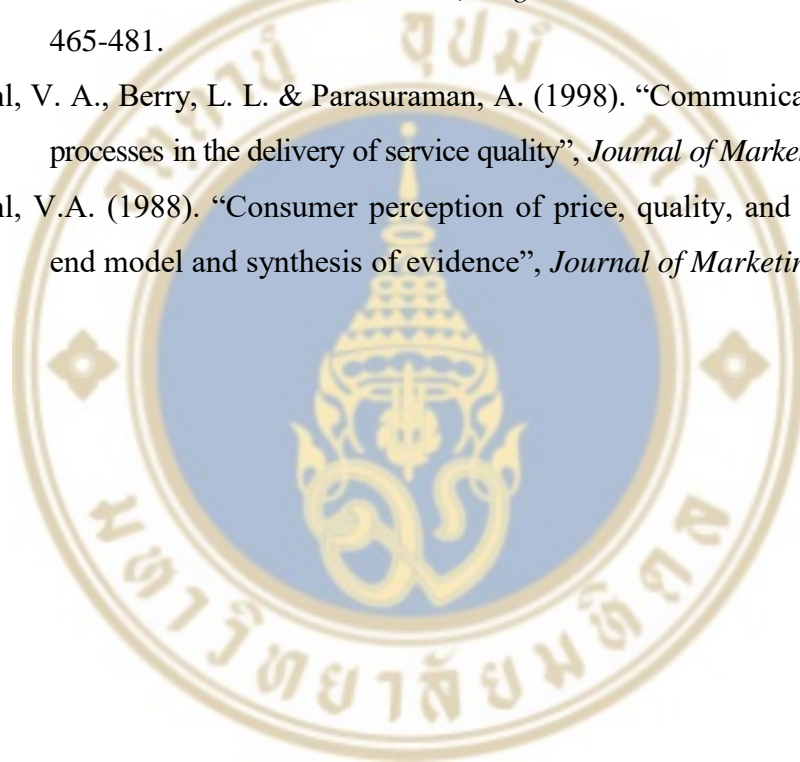


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## Appendix A: Questionnaire

### Part I: Demographic Question

1) Gender

Male

Female

2) Age

< 20 years

20 – 29 years

30 – 39 years

40 – 49 years

> 50 years

3) Highest Education

Below Bachelor's degree

Bachelor's degree

Master's degree

Ph.D.

4) Income level per month

< 15,000 Baht

15,001 – 25,000 Baht

25,001 – 35,000 Baht

35,001 – 45,000 Baht

45,001 – 55,000 Baht

> 55,001 Baht

### Part II: Screening question

5) Have you ever visit Isan restaurant?

Yes

No

### Part III: General question

6) How often do you visit Isan restaurant per week?

1

2

3

> 4

7) What is the expected budget per a person for one time visiting Isan restaurant?

<250 Baht

251 – 500 Baht

501 – 750 Baht

751 – 1,000 Baht

>1,000 Baht

**Part IV: Specific question**

- 8) Please give your opinion for each factors that you concern before choosing to visit Isan restaurant, ranking from 6 (strongly agree) to 1 (strongly disagree).

<b>Factors</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<p>1. Taste <i>Adapted from Taylor, Miracle, and Wilson (1997)</i></p> <ul style="list-style-type: none"> <li>- I frequently visit Isan restaurant because the food is tasty and flavorful.</li> <li>- I certainly identify the different of the taste from different Isan restaurants.</li> <li>- It is important to me that Isan restaurant customize the meal taste as I order (less spicy, less sweet).</li> <li>- I certainly revisit Isan restaurant, if the food is tasty.</li> </ul>						
<p>2. Cleanliness</p> <ul style="list-style-type: none"> <li>- I likely visit Isan restaurant rather than Isan food stall because of the hygienic ingredients.</li> <li>- It is important to me that the chef wearing hat and mask during cooking.</li> <li>- I appreciate if each cutlery set (spoon, fork) in Isan restaurant is well packed in hygienic plastic bag.</li> <li>- If I find a small cockroach walking on the table, I definitely do not revisit that Isan restaurant.</li> </ul>						
<p>3. Location <i>Adapted from Kim and Kang (2001)</i></p> <ul style="list-style-type: none"> <li>- I certainly visit Isan restaurant that is situated nearby my home.</li> <li>- I certainly visit Isan restaurant that is situated nearby my workplace.</li> <li>- It's essential that Isan restaurant provides sufficient car parking area.</li> <li>- If Isan restaurant is located nearby BTS or MRT, I certainly visit the restaurant.</li> </ul>						

Factors	6	5	4	3	2	1
<p>4. Atmosphere in the restaurant</p> <ul style="list-style-type: none"> <li>- The food will be tastier if If Isan restaurant provide a pleasant atmosphere (light, music).</li> <li>- I likely visit Isan restaurant rather than Isan food stall because of the pleasant atmosphere.</li> <li>- I always take a photo in the restaurant to show my friends via social media.</li> </ul>						
<p>5. Food appearance</p> <ul style="list-style-type: none"> <li>- It's important to me that the food should be well-decorated on the plate.</li> <li>- Well presentation of the food shows the good taste.</li> <li>- Well presentation of the food increase my appetite.</li> </ul>						
<p>6. Price <i>Adapted from Lichtenstein, Ridgway, and Netemeyer (1993)</i></p> <ul style="list-style-type: none"> <li>- I always find the cheapest menu in Isan restaurant.</li> <li>- For me, I have my estimated budget every time I visit Isan restaurant.</li> <li>- I prefer to order a bundle meal with special price, even I don't want some meal in the bundle.</li> <li>- The price of menu is a good indicator of its quality.</li> </ul>						
<p>7. Variety of menu</p> <ul style="list-style-type: none"> <li>- I always try new menu I have never tried at Isan restaurant.</li> <li>- I wish Isan restaurant provides many creative menu not only the original menu.</li> <li>- I will order more menu if Isan restaurant provide a wide variety of menu.</li> </ul>						
<p>8. Waiting time</p> <ul style="list-style-type: none"> <li>- I can wait for queuing to get a seat at Isan restaurant.</li> <li>- It would be good if Isan restaurant provide table reservation service.</li> </ul>						



Factors	6	5	4	3	2	1
<ul style="list-style-type: none"> <li>- After I order meals, I expect to get the first menu as fast as possible.</li> <li>- I understand that the long time waiting for some menu is due to the complicated cooking method.</li> </ul>						
<p>9. Brand of the restaurant <i>Adapted from Donthu and Gilliland (1996) And Beatty, Kahle, and Homer (1988)</i></p> <ul style="list-style-type: none"> <li>- I have my favorite Isan restaurant brand</li> <li>- All Isan restaurant brand are not the same.</li> <li>- If my favorite Isan restaurant is closed, it would make little different to me if I had to choose another brand.</li> </ul>						
<p>10. Service quality</p> <ul style="list-style-type: none"> <li>- It is important to me that the staff will take care of me with politeness and smile.</li> <li>- It is beneficial that the staff can explain the detail of the menu to me.</li> <li>- I appreciate that the staff respond quickly to my call.</li> <li>- It would be good if the staff collects my empty plate during my meal time without asking for that service.</li> <li>- Once I make an order, the staff should serve me the correct menu.</li> </ul>						
<p>11. Purchase intention <i>Adapted from Bower and Landreth (2001)</i></p> <ul style="list-style-type: none"> <li>- I intend to visit Isan restaurant.</li> <li>- It is likely that I will visit Isan restaurant.</li> <li>- If my family or friends asking me that “What should we eat today?” Isan restaurant will be my first answer.</li> </ul>						

9) Please suggest any idea about your ideal Isan restaurant.

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